



**AGENDA**  
**ECONOMIC DEVELOPMENT COMMITTEE**  
**CITY OF LEANDER, TEXAS**

Development Services - San Gabriel Conference Room  
201 North Brushy Street - Leander, Texas  
Wednesday - March 22, 2023 at 6:00 PM



**Jenni Austin, *Vice-Chair***  
**Brian Cisna**  
**Diego Bullara**  
**Andy Eis**  
**Jennifer Walsh**

**Carlos St. James**  
**Andrew Naudin, *Chair***  
**Robert Shaver**  
**Staff Liaison – Randall Malik**  
**Council Liaison - Esme Mattke Longoria**

1. Open meeting and confirm a quorum is present.
2. Public Comments

**CONSENT AGENDA: ACTION**

3. Approval of the minutes for meeting held on February 22, 2023.

**REGULAR AGENDA**

4. Staff Liaison Update
5. Council Liaison Update
6. Sub-Committee Updates
  - Small Business
  - Marketing
7. Discuss and consider action on creation of new and continuation of existing subcommittees.
8. Discuss and consider recommendation on amending Ordinance 20-088-00, Section 1.04.131, changing the name of the Economic Development Committee.
9. Discuss and consider acceptance of the City administration's recommendation to temporarily move Economic Development Committee meetings from a monthly to quarterly basis.
10. Adjournment

**CERTIFICATION**

This meeting will be conducted pursuant to the Texas Government Code Section 55 1.001 et seq. The City of Leander is committed to compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Please call the City Secretary at (512) 528-2743 for information. Hearing impaired or speech disabled persons equipped with telecommunication devices for the deaf may call (512) 528-2800. I certify that the above agenda for this meeting of the Economic Development Corporation of the City of Leander, Texas, was posted on the bulletin board at City Hall in Leander, Texas, on the 17 day of March 2023 by 5:00 p.m. pursuant to Chapter 551 of the Texas Government Code.

A handwritten signature in black ink, appearing to read 'R Malik', written in a cursive style.

Randall Malik, Economic Development Director



**EXECUTIVE SUMMARY**  
**03/22/2023**

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**AGENDA SUBJECT:**

Approval of the minutes for meeting held on February 22, 2023.

**BACKGROUND:**

Attached are the minutes for meeting held on February 22, 2023.

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**Attachments**

1. Draft Minutes



**MINUTES  
ECONOMIC DEVELOPMENT COMMITTEE  
CITY OF LEANDER, TEXAS**



Development Services - San Gabriel Conference Room  
201 North Brushy Street - Leander, Texas  
February 22, 2023

**Jenni Austin- Vice Chair  
Brian Cisna  
Diego Bullara  
Andy Eis  
Jennifer Walsh**

**Carlos St. James  
Andrew Naudin- Chair  
Robert Shaver  
Staff Liaison – Randall Malik  
Council Liaison- Esme Mattke Longoria**

1. Opened meeting at 6:00 p.m. and confirm a quorum was present. All Committee Members were present except Committee Member Walsh and Committee Member Eis arrived at 6:02 p.m.

**CONSENT AGENDA: ACTION**

Motion by Committee Member Carlos St. James, Seconded by Vice-Chair Jenni Austin to approve the minutes for meeting held on January 25, 2023.

**Vote: 7 - 0**

2. Approval of the minutes for meeting held on January 25, 2023

**REGULAR AGENDA**

3. Introduction of Randall Malik- Director of Economic Development
4. Staff Liaison update included Interim Economic Development Director Ashley Lunde's last day is Friday, February 24, 2023; City terminated the incentive agreement with Cangshan Cutlery, Upper Forty, LLC and Lower Forty, LLC; City approved an interlocal agreement with the Williamson County Economic Development Partnership; Homebuilders Association of Greater Austin present their home forecast for 2023; staff is continuing its coordination of two video projects with Leander Chamber and others; and Old Town Master Plan final report is tentatively prepared for Planning & Zoning Commission review in March, then City Council in April.
5. Council Liaison update introduction of Councilmember Mattke Longoria.

6. Subcommittee Updates
  - Small Business included 10 reels complete with 7 currently in edits; completed reels shared by the City and Chamber of Commerce; emphasized shop local; small businesses; cannot control when released; consider adding hashtags; analytics of hashtags; and request everyone share the videos on their social media platforms.
  - Marketing included review of current two marketing brochures; inconsistencies between the two brochures; and email broken links on the economic development website to staff liaison.

7. Received presentation of Advisory Board and Commission Reference Book.

8. Presentation and discussion with Mayor Christine regarding Economic Development strategy including Cap Metro election; why each Committee Member desired appointment; SWOT analysis; CAPCOG Economic Development Strategic Plan; consider name change to Economic Develop Resiliency Group; Ambassadors to Leander businesses; how to drive people here using the train; and sign needs for small businesses.

9. Discuss and consider action for Future Work Plan for Committee. Discussion and action held concurrently with Item 11.

10. Discuss and consider action on the committee meeting schedule

Motion by Chair Andrew Naudin, Seconded by Committee Member Diego Bullara to continue to meet on the fourth Wednesday of each month from 6:00 p.m. - 8:00 p.m.

**Vote: 7 - 0**

11. Discuss and consider recommendations on Economic Development beautification

Motion by Vice-Chair Jenni Austin, Seconded by Committee Member Brian Cisna to add a discussion and action item to the next meeting regarding creating a Gateway Project subcommittee along with suggestions how to approach, following a discussion.

**Vote: 7 - 0**

12. Discuss and consider action on recommendations of the marketing subcommittee on the Economic Development current marketing materials

Motion by Committee Member Robert Shaver, Seconded by Committee Member Diego Bullara to accept the subcommittee recommendation for the Economic Development Department cease using the current marketing material until updated with current information and personnel.

**Vote: 7 - 0**

13. Adjourned at 7:59 p.m.

APPROVED:

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CHAIR

ATTEST:

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CITY SECRETARY



**EXECUTIVE SUMMARY**  
**03/22/2023**

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**AGENDA SUBJECT:**

Discuss and consider action on creation of new and continuation of existing subcommittees.

**BACKGROUND:**

The Committee has discussed how to address certain items from marketing, small business, community outreach and beautification through an economic lens. Currently, a subcommittee exist relating to small businesses and marketing with a desire to create a third relating to beautification at city limit entry points.

This item will provide the Committee to discuss if the current subcommittees are still needed as well as create any additional subcommittee including determining membership as deems appropriate.

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**EXECUTIVE SUMMARY**  
**03/22/2023**

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**AGENDA SUBJECT:**

Discuss and consider recommendation on amending Ordinance 20-088-00, Section 1.04.131, changing the name of the Economic Development Committee.

**BACKGROUND:**

At the February meeting, following a discussion regarding roles and responsibilities the Committee requested an item to discuss a possible name change to be more reflective of the Committee.

If the Committee should move forward with a recommendation to City Council, an item would be placed on a future agenda for the City Council to discuss the proposed recommendation. Following the discussion, if the City Council should wish to accept the Committee's recommendation, the City Council would direct staff to prepare an ordinance. The ordinance would then be placed on the following meeting agenda for consideration.

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**Attachments**

1. Ordinance

**AN ORDINANCE OF THE CITY OF LEANDER, TEXAS**

**ORDINANCE NO. 20-088-00**

**AN ORDINANCE ESTABLISHING AN ECONOMIC DEVELOPMENT COMMITTEE; PROVIDING FOR ITS PURPOSE, MEMBERSHIP, TERMS, AND DUTIES; AND PROVIDING FOR RELATED MATTERS.**

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF LEANDER, TEXAS, THAT:**

**Section 1. Economic Development Committee Established.** Article 1.05, Chapter 1, City of Leander Code of Ordinances (the “Code”) is hereby amended by adding Division 6, to be entitled “Economic Development Committee” to read as follows:

**Sec. 1.04.031. Economic Development Committee Established.**

There is hereby established an Economic Development Committee. The purpose of the Committee is to support, promote, encourage and advocate projects that expand the City’s commercial tax base in a manner that strengthens the local economy and diversifies the tax base consistent with the character of the community. The committee shall act as an advisory committee only and have no authority to make any decisions as it relates to development, incentives or authority over City staff. The Committee members shall act as a conduit of information between the business community, City Council Members and the City of Leander and shall be responsible for working with the Mayor, City Council, and City staff to facilitate development of a healthy/diversified economy in which businesses can locate/relocate/innovate/grow and prosper, and all residents have opportunities for economic prosperity.

**Sec. 1.04.032. Membership; Qualifications; Meetings.**

(a) The Committee shall be comprised of no less than 7 members and no more than 15 members with preference given to individuals with professional expertise in the following sectors: Education, Real Estate, Industrial, Technology, Non-Profit, Small Business, Retail, Banking and Utilities. There shall be a minimum of 7 citizen members and one City Council liaison. The Economic Director or his appointee shall act as the City staff liaison for the committee.

(b) To be eligible to serve on the Committee, members shall either be Leander citizens or shall own property or a business that operates in the City. Citizen members must be registered voters.

(c) The Committee would meet no less than once a quarter.

**Sec. 1.04.033. Duties and Responsibilities.**

The Committee shall have the following duties and responsibilities.

- (a) To identify and promote economic opportunities that benefit residents, businesses, communities, and The City of Leander.
- (b) Support, promote, encourage and advocate projects that expand the City's commercial tax base in a manner that strengthens the local economy and diversifies the tax base consistent with the character of our community.
- (c) Provide feedback to both the Citizens of Leander and City Staff through research, information and a common goal consistent with the City's Master Plan, Comprehensive Plan and Council's direction.
- (d) Identify changing economic trends and development resources available to the City of Leander.
- (e) Develop and advocate for an economic development strategy that maximizes commercial property tax revenues and generates employment opportunities as part of a broader, long-range strategic plan for the community as established by City Staff and Council.
- (f) Continuously review Leander's regulations and zoning for consistency with the City's economic development goals, and to make any applicable recommendations to improve permitting, licensing and regulatory functions.
- (g) Promote streamlining the City's regulatory processes as related to commercial development.
- (h) Advocate for state and federal legislation and regulations that advance economic development in Leander and the Region.
- (i) Work with staff to obtain Federal and state grant funds to further the economic development strategy.
- (j) Support and encourage new businesses seeking to locate in Leander and existing businesses seeking to remain or expand in the City.
- (k) Prepare and distribute material and data advertising the advantages of the City for the purpose of attracting appropriate non-residential development.
- (l) Act as a source for business leads that will be brought to the attention of the City staff liaison. The Committee is also responsible for providing information to staff relative to business development situations perceived or real affecting the business climate within the City.
- (m) Develop and maintain inventory of government sponsored business grants and loans along with other benefits available to those operating within the City.
- (n) Determine the desirability of an EDC section under the City home webpage promoting Leander's business environment and to develop the general content thereof.


- (o) Recommend the creation of multi-media presentations promoting Leander's business opportunities.
- (p) Develop regularly scheduled progress reports to the Mayor and City Council.

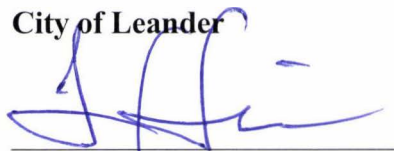
**Section 2. Amendment.** Article 1.04 of the Code is hereby amended as provided herein. In the event of a conflict between the Code or another ordinance of the City and this Ordinance, this Ordinance shall control.

**Section 3. Open Meetings.** It is hereby officially found and determined that the meeting at which this ordinance is passed was open to the public as required and that public notice of the time, place, and purpose of said meeting was given as required by the Open Meetings Act, *Chapt. 551, Tex. Gov't. Code.*

**Section 4. Effective Date.** This Ordinance shall take effect immediately from and after its passage and publication in accordance with the provisions of the Texas Local Government Code.

PASSED AND ADOPTED this the 3rd day of December, 2020.

  
Dara Crabtree, City Secretary

City of Leander  
  
Troy Hill, Mayor





**EXECUTIVE SUMMARY**  
**03/22/2023**

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**AGENDA SUBJECT:**

Discuss and consider acceptance of the City administration's recommendation to temporarily move Economic Development Committee meetings from a monthly to quarterly basis.

**BACKGROUND:**

The city's Economic Development Department currently consists of one employee, Economic Development Director Randall Malik, who was recently hired in February. Randall is working diligently to keep the city's existing projects and agreements moving forward while also supporting other city functions that impact economic development in Leander. Following a recent meeting with the City Manager and Mayor, it was recommended to have the Economic Development Committee (EDC) meet quarterly rather than monthly for the next 12 months.

This would allow time for Randall to hire an Assistant Director, manage existing workloads, and establish firm guidance for EDC members in support of his department's mission. Additional time between meetings also would allow EDC members more time to research topics, prepare their reports, and bring forward recommendations for Committee action.

**RECOMMENDATION:**

Staff is seeking the Committee's acceptance of the City administration's recommendation to move from monthly to quarterly meetings.

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